

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 EA-12 NEA-10 ISO-00 AID-05 CIAE-00

FRB-01 INR-10 NSAE-00 ICA-20 XMB-04 OPIC-06 SP-02

LAB-04 SIL-01 OMB-01 L-03 H-02 NSC-05 SS-15

STR-07 CEA-01 PA-02 AGRE-00 DOE-15 SOE-02 MMO-04

/153 W

-----127693 020646Z /17

R 020445Z MAY 78

FM USINT BAGHDAD

TO SECSTATE WASHDC 6105

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY ATHENS

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

AMEMBASSY DOHA

AMEMBASSY JIDDA

AMEMBASSY DHARTOUM

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY SANA

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

DEPT OF TREASURY WASHDC

USDOC WASHDC

UNCLAS BAGHDAD 0935

E.O. 11652: NA

TAGS: ETRD, BEXP, IZ

SUBJ: RECOMMENDATIONS ON A NATIONAL EXPORT POLICY

REF KUWAIT 2510

1. BRAVO. EMBASSY KUWAIT HAS AGAIN DONE AN EXCELLENT

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JOB OF PRESENTING A WIDE RANGE OF SPECIFIC SUGGESTIONS
WHICH HAVE GENERAL APPLICABILITY. WE FULLY SUBSCRIBE
TO EVERY POINT.

2. IN ADDITION TOTHE RECOMMENDATIONS IN REFTEL, USINT
SUGGESTS THAT NATIONAL EXPORT POLICY SHOULD ALLOW FOR
MORE PRECISE TAILORING OF TRADE PROMOTION ACTIVITIES TO

NATIONAL MARKETS. IRAQ, FOR EXAMPLE, IS A POTENTIALLY LARGE BUT NONETHELESS EXTREMELY DIFFICULT MARKET FOR U.S. EXPORTERS. TRADE PROMOTION STRATEGIES WHICH EMPHASIZE SMALL, NEW-TO-EXPORTING FIRMS MAY MAKE SENSE IN A WORLD-WIDE CONTEXT, BUT THEY ARE OFTEN INAPPROPRIATE IN PLACES SUCH AS IRAQ, BECAUSE OF THE TIME AND MONEY REQUIRED TO MAKE SALES. EXPERIENCE WITH TRADE MISSIONS REINFORCES THIS POINT. WITH SOME FEW EXCEPTIONS, THE SMALL, NEW-TO-EXPORTING FIRMS HAVE FOUND THE CHALLENGE OF THE IRAQI MARKET TOO DIFFICULT; ON THE OTHER HAND, MAJOR COMPANIES WITH SUBSTANTIAL RESOURCES FOR MARKET DEVELOPMENT HAVE FOUND USG TRADE PROMOTION ACTIVITIES A GOOD STARTING POINT FOR BREAKING INTO IRAQ. WE RECOGNIZE THE DIFFICULTY OF SAYING NO TO U.S. FIRMS, BUT SUGGEST THAT IT IS BETTER TO DO THAT THAN TO WASTE SCARCE RESOURCES IN ASSISTING AN EFFORT THAT IS UNLIKELY TO SUCCEED, AND WHICH WILL ALSO SERVE TO DISCOURAGE PARTICIPANTS.

PECK

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NNN

Message Attributes

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